

Tactical Plan

<u>PROJECT</u>	<u>RESPONSIBILITY</u>	<u>DEADLINE</u>	<u>BUDGET</u>
Develop strategic direction Theme & positioning	RTM	11/30/00	n/a
Create new regional tourism authority Board / Committee structure to include the following committees: a) Finance & Grants b) Product Inventory / Development c) Marketing / Research d) Leadership / Training Appoint committee chairs, plan first meeting, Establish reporting process	FAT	07/01/01	n/a
Hire new Executive Director	FAT	08/01/01	
Create & redesign primary Marketing Materials: Redesign <u>Brochure (Visitor Guide)</u> : a) Positioning & Hook / emotional connection b) Top attractors "Must-Sees" c) Attractions d) Itineraries e) Events / shopping / dining f) Outdoor Leisure / Recreation g) Lodging h) Re-designed user-friendly map <u>Web Site</u> : a) Same design & look as other materials b) Include inquiry form/database c) Interactive d) Follow outline listed in strategies <u>Padded Map</u> : a) Names of "Must-sees" & attractions b) Primary roads, landmarks & rivers c) Icons for lodging, dining, information, recreation, etc.. d) Grid with A-7, G-4 etc.. e) Reference Visitors Guide	FAT Staff Marketing Committee	Spring '01	

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<p><u>Re-design Press Kit:</u></p> <ul style="list-style-type: none"> a) Same design & look as other materials b) Story Ideas c) Basic Information & Materials <p>Enhance <u>secondary niche brochures</u></p>			
<p>Develop a written fulfillment procedures process Design to prevent repeat identical mailings</p>	FAT Staff		
<p>Maintain and expand new brochure distribution</p> <ul style="list-style-type: none"> a) Use distribution services for distribution I-95, I-85, State Welcome Centers b) Distribution to regional welcome centers c) Distribution to hotels/motels in region 	FAT Staff		
<p>Create & redesign primary Ads Same positioning as marketing materials</p>	FAT Staff Marketing Committee		
<p>Develop the Group Tour & Leisure markets with shows:</p> <ul style="list-style-type: none"> a) Create an exciting booth display for trade shows. b) Display should Position & Hook c) Schedule leisure & trade shows in key & new markets. d) Increase # of shows. Co-op expenses with regional DMO's. e) Make direct sales calls as planned f) Maintain contacts with key planners 			
<p>Develop and implement annual PR Plan</p> <ul style="list-style-type: none"> a) Identify key contacts in target markets b) Develop effective "Hook" promo's c) Develop a media page on the web site 	FAT Staff		
<p>Develop Hospitality Training Program</p> <ul style="list-style-type: none"> a) Establish goals – quick, effective b) Develop materials / handouts c) Schedule sessions at local businesses 	FAT Staff / Leadership Training Comm.		
<p>Revitalize the Museum Pass Program</p>	FAT Staff Marketing Comm.		

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Develop "Extend The Stay" & Seasonal Promotions	FAT Staff		
a) Establish a sub-committee	Marketing Committee		
b) Develop the concept			
c) Develop in-room marketing materials			
d) Develop Lobby marketing Materials			
e) Establish placement & replenishment program			
f) Conduct follow-up research for results			
Develop VFR local promotions	FAT Staff		
a) Pull-out section in local newspaper	Marketing Committee		
b) Two color reunion brochure			
c) Two color wedding/funeral brochure			
Develop Small Meeting Recruitment Program	FAT Staff		
a) Establish a sub-committee from Lodging			
b) Identify target businesses/assoc. etc.			
c) Develop mailers & materials			
d) Coordinate meetings for welcome materials			
e) Make telephone solicitation calls			
Develop Sports & Golf Marketing Programs	FAT Staff		
a) Inventory all facilities	Subcommittee		
b) Develop list of needed new facilities			
c) Target events based on current facilities			
d) Develop target database			
e) Identify appropriate shows to attend			
Develop Northern Virginia Day Trip Shopping Promos	FAT Staff		
a) Work with merchants committee	Merchants Committee		
b) identify target publications			
c) develop ads that fit core positioning			
Hold an annual marketing retreat with local organizations & constituents	FAT Staff		
a) Distribute research findings & creative strategies for the year			
b) Conduct co-op packaging workshop			
c) Identify unmet needs			
Be the "Voice of Tourism" for The Fredericksburg area	Exec. Dir.		
a) Maintain regular contact with City/County officials			
b) Maintain regular contact with local media			
c) Maintain regular contact with civic leaders			
d) Make regular speeches to civic clubs & organizations			

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Develop new regional Welcome/information center	Exec. Dir FAT Board		
Encourage new product development Identify opportunities within the city & establish priorities/ unmet needs:	Exec. Dir. Product Inv. & Dev. Comm		
a) Civil War Reenactments			
b) Arts & Crafts Festivals			
c) One Man shows			
d) George Washington Museum			
e) Multi-entertainment Complex			
f) Antique Trail			
g) Shopping Opportunities			
Conduct Annual Reconnaissance	Product Inv. & Dev. Comm.		
a) Gateways			
b) Signage			
c) Visitor Centers			
d) Lodging			
e) Dining			
f) Attractors/Attractions			
g) Unmet visitor needs			
Conduct Annual Research:	FAT Staff		
Revise Visitor profile conversion & satisfaction			
Including a random sample of visitors			
to attractions, lodging & visitor centers			
Schedule at different times of year			
a) Product inventory	Product Inv./Dev.	12/01/01	
b) Unmet needs	Committee		
d) Evaluate the R.O.I. <i>annually</i>	FAT Staff		
Compare to previous research			